



Practice Advancement Program

Marketing Essentials

Course Description

In this course you will learn how to create a strategic marketing plan that will take the guesswork out of your marketing efforts. You will fine tune your marketing investment through specific measurables to ensure the highest returns. You can realistically aim for 6-10x return on marketing spend - a high benchmark that is very achievable.

Syllabus

Section One – Introduction

- WHY have a clear marketing strategy?
- Begin with the End in Mind – Setting Clear Marketing Objectives

Section Two – Principles

- Target Customers
- Customer Focused Messaging
- Lead Generation –
 - Owned
 - Paid
 - Earned – Building a Referral System

Section Three – Measuring Your Success

- Metrics
- Generated Leads
- Proposals
- Engagements
- Nurture Cycle

Section Four- Pulling It All Together

- Annual Marketing Plan
- 90 Day Action Plan
- Course Assessment

* No pre-requisite required.